

Message Text

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PAGE 01 ASUNCI 03731 191441Z

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ACTION ARA-10

INFO OCT-01 ISO-00 EB-07 /018 W
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R 191307Z SEP 75
FM AMEMBASSY ASUNCION
TO USDOC WASHDC
INFO SECSTATE WASHDC 5775

UNCLAS ASUNCION 3731

E.O. 11652: N/A
TAGS: BBSR, PA
SUBJ: WTDR - CASA GROEHN, GERARDO W.J. GROEHN

USDOC 13717

1. ADDRESS: CALLE L.A. DE HERRERA 998, ASUNCION, PARAGUAY.
PHONE: 49562. OFFICER: GERARDO W.J. GROEHN, OWNER-MANAGER

2. MEDIUM SIZE FIRM ESTABLISHED 1952. EMPLOYS FIVE OF WHICH ONE
ADMINISTRATIVE PERSONNEL, TWO COUNTER SALESMEN, AND TWO WORKERS.
ACTS AS IMPORTER, AGENT, WHOLESALER, RETAILER OF MOTOR VEHICLE
PARTS AND ACCESSORIES MAINLY ELECTRICAL, ASBESTOS FRICTION
MATERIALS, AND AUTMOTIVE BELTS AND BELTING.

3. FINANCIAL REFERENCES: BANK OF LONDON AND SOUTH AMERICA LTD.,
CASILLA POSTAL 696; BANCO DO BRASIL S.A., CASILLA POSTAL 668;
BOTH OF ASUNCION, PARAGUAY. COMMERCIAL REFERENCES: ABEX
CORPORATION, NEW YORK, N.Y.

4. ONLY FOREIGN FIRM REPRESENTED: ABEX CORPORATION, 530 FIFTH
AVENUE, NEW YORK, N.Y. 10036, BRAKE LININGS, SINCE 1959.

5. CASA GROEHN OPERATES FROM ADEQUATE, RENTED PREMISES AT
STREET LEVEL IN A BUSY STREET WHERE MOST AUTOMOTIVE DEALERS
ARE LOCATED. IT SPECIALISES IN AUTOMOTIVE ASBESTOS FRICTION
MATERIALS AND RUBBER BELTING. GERARDO W.J. GROEHN IMPORTS
VIRGIN ASBESTOS FRICTION MATERIALS AND TWO OF HIS WORKERS
PROCESS THEM IN THE SAME PREMISES, INTO CLUTCH FACINGS. GROEHN
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ALSO IMPORTS THROUGH LOCAL AGENTS OF WELL KNOWN U.S. AND EUROPEAN

MANUFACTURERS. HIS SON, WALTER E.M. GROEHN, OPERATES AN IN-DEPENDENT AUTMOTIVE LINES STORE, "REPUESTOS GROEHN" (TWO SALESMEN), WHICH IS USED BY CASA GROEHN AS AN ADDITIONAL SALES OUTLET. THIS STORE IS LOCATED IN ADEQUATE RENTED PREMISES, AT STREET LEVEL, AVENIDA EUSEBIO AYALA 1099, WHICH IS THE MAIN AVENUE OF ACCESS TO ASUNCION. GROEHN, SR., WHO FOR MANY YEARS WORKED WITH A LEADING AUTOMOTIVE DEALER BEFORE BECOMING INDEPENDENT, IS A RESPECTED BUSINESSMAN WELL REGARDED IN HIS FIELD. CASA GROEHN ADVERTISES OCCASIONALLY, IS WELL KNOWN IN THE TRADE, AND ITS BUSINESS AND CREDIT RECORD HAS BEEN AND IS GOOD. IT MAY BE CONSIDERED A SUITABLE TRADE CONTACT FOR U.S. SUPPLIERS.

6. SEPTEMBER1975.

LANDAU

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Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 19 SEP 1975
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1975ASUNCI03731
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: D750325-1049
From: ASUNCION
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1975/newtext/t19750933/aaaabcrs.tel
Line Count: 75
Locator: TEXT ON-LINE, ON MICROFILM
Office: ACTION ARA
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: n/a
Review Action: RELEASED, APPROVED
Review Authority: RowellE0
Review Comment: n/a
Review Content Flags:
Review Date: 11 MAR 2003
Review Event:
Review Exemptions: n/a
Review History: RELEASED <11 MAR 2003 by maustmc>; APPROVED <05 FEB 2004 by RowellE0>
Review Markings:

Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
06 JUL 2006

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: WTDR - CASA GROEHN, GERARDO W.J. GROEHN USDOC 13717
TAGS: BBSR, PA, (GROEHN, GERARDO W J)
To: COM
Type: TE
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 06 JUL 2006